

A large, stylized purple arrow graphic pointing to the right, with a white outline, positioned behind the main text.

# **ACCELERATE THE CUSTOMER JOURNEY**

## ACCENTURE 2018 FUEL RETAIL SURVEY

In the first survey of its kind, Accenture has teamed with PetrolPlaza to conduct an online Digital Fuel Retail Survey.

We questioned fuel retail professionals from almost 30 countries to understand how fuel retailers are using digital technologies—and asked them about the barriers to adopting those technologies. The roles of the survey participants varied, but were mainly C-level, or mid-level management and executives.

## RESEARCH TAKEAWAYS

The research reveals steps that fuel retailers can take to ease their digital journeys.

1. One step is **using data to better understand their customers**. 66% said analytics is driving the greatest impact on their business. They're starting to see how insights can help their supply chains, and employees, be more efficient.
2. Another step is around **establishing partnership ecosystems**. 49% of fuel retailers said access to technology/digital innovation was the main incentive for them to enter into strategic partnerships.
3. **Investments in digital** show that fuel retailers are serious about driving innovation across the business.
4. These same fuel retailers also highlight the need for the **right skills and leadership to scale digital and earn trust**.

Looking at the survey findings will help our clients make a successful transition to becoming a fully digital business.